



Simple management, more productivity



The manual administration and control of mobile devices led to high personnel and organizational expenses at Mählmann Gemüsebau. The agricultural production company therefore decided to use an MDM solution – and introduced AppTec360 Endpoint Manager at the end of 2018.

“During the test phase, we were so satisfied with the solution that we immediately purchased additional licenses,” says Tim Frye, IT project manager at Mählmann. As of today (May 2022), the project includes a total of 180 licenses, which Frye and his team use to control all employees’ mobile devices centrally and automatically.

When a customer reaches for crisp, fresh iceberg lettuce, arugula, broccoli, cauliflower or another freshly harvested vegetable in a German supermarket, there is a good chance that it is a product from Mählmann Gemüsebau. The agricultural production company grows 30 vegetable crops on its vast fields in the Oldenburger Münsterland region of Lower Saxony, Germany, and thus a colorful variety of vegetables that are highly favored by German supermarket customers.

Mählmann Gemüsebau is one of the largest vegetable growers in Germany. The second-generation family business produces many tons of vegetables per year and covers the entire value chain. All production steps take place on the farm, from sowing, cultivation, care, harvesting, production and preparation of the article to packaging, labelling and transport to the producer’s wholesale market.

To ensure the quality and freshness of the products in the complex production processes, the entire operation is highly mechanised, which also includes the use of mobile devices such as iPhones and iPads. For example, Mählmann’s truck and agricultural machinery drivers have access to an area-finding app that shows them the fastest route to the desired cultivation area. Another area of application is the units of the irrigation system, which can all be controlled via app. And finally, there is a cloud area for collaborative work, which employees can also access via an app.





The AppTec360 Endpoint Manager made it to the shortlist right away because of its excellent price-performance ratio.”

Tim Frye, IT Project Manager at Mählmann Gemüsebau

Wanted: MDM for automatic, centralized control of mobile devices

“All applications are industry-specific, in-house mobile apps that contribute significantly to the productivity of our employees,” explains Tim Frye, IT project manager at Mählmann Gemüsebau. “It was therefore important to us to promote the use of the devices as work tools and thus also the digitalisation of our work processes. For this reason, we have limited the use of most devices to the pure work functions.”

A mobile device management (MDM) solution should be used to configure and control the smartphones and tablets accordingly. “We had already restricted our mobile devices in the past using Apple functions – but this was done completely manually. That was a huge amount of work,” explains Frye. “Our goal was to have a tool that we could use to control all mobile devices centrally and automatically.” Frye therefore launched the “Mobile Device Management” project in November 2018 and compared various MDM solutions on the market – his decision

No individual or group Apple ID required any more

Today, scaling – issuing more devices – is a simple standard procedure for Tim Frye and his team: Apple devices are ordered and unpacked. The configuration is rolled out and the devices are issued to the employees. They can then visit the company’s internal AppStore (the so-called VPP Store – Volume Purchase Programme), where they can find all the other apps that interest them. “This gives the employees everything they need for their work,” says Frye.

The other important advantage is that the company no longer has to create Apple IDs for the devices, as was necessary before the introduction of AppTec360. This means that there is no longer any need for password management. Before, if a change was made on a device that required the ID password to be entered – such as to download certain apps – the employee had to visit the IT department. There, the password was found, entered and the change was made. Today, Tim Frye can have changes like this rolled out automatically to all devices via a profile in the AppTec360 software.

ultimately fell on AppTec360 Endpoint Manager.

“AppTec360 was a perfect match for our requirements,” says Frye. “The product made it to the shortlist right away due to its excellent price-performance ratio.”

Initially, the 25 free licenses of the on-premises version were used to get started. “In the start-up phase, we tested the functions of the MDM extensively. We were so satisfied with it that we bought additional licenses and rolled out the software before the 2019 season,” says Frye. At rollout, the project included 60 iPhones and 50 iPads and grew over three years to – as of today – a total of 180 licenses.

And finally, the introduction also brings cost benefits: “For the first time, we have an overview of all devices and contracts, and thus also of consumption, thanks to the introduction of MDM,” explains Frye. “We are now much better able to equip the devices with the appropriate contracts or data volumes, which also reduces costs.”



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Tim Frye, IT Project Manager at Mählmann Gemüsebau



Technical rollout goes smoothly – But don't forget change management

The actual rollout of the software took only about four weeks. While the unmanaged devices, such as those from management, simply had to be added to the MDM, a new installation was required for the managed (and thus already restricted) devices. Frye and his team were able to add between one and three unmanaged devices to the new system per day.

"From a technical point of view, the introduction was really straightforward," says Tim Frye. And if there was a hitch, the support team was always committed to finding a solution – and quickly. "These two criteria are the main reason for me to recommend AppTec360."

From today's perspective, the IT project manager would proceed differently in only one respect: Internal communication. Some employees had initially expressed reservations about the planned MDM. "We first introduced the system and only then informed the employees. A tip for companies planning a similar project: reverse the order!" It is also crucial, he adds, that there is a project owner who leads the way on the issue.

"Ideally, that should be a person from management who drives the topic forward together with IT, provides transparent information about the project and takes on critical questions as well."



I can definitely recommend AppTec360."

Tim Frye, IT Project Manager at Mählmann Gemüsebau



About AppTec

Founded in Basel in 2011, AppTec has now won over 6,400 customers with its simplified and accessible mobile-first solution. AppTec is a Leader in the Crisp Vendor Universe Quadrant and has received several awards as the best mobile device management solution.

Want to learn more about mobile device management with AppTec360? We would be happy to show you how our AppTec360 Endpoint Manager works in an individual WebEx demo session. Just send us an email at sales@apptec360.com

For more information, please visit www.apptec360.com

